



## Sign up for booth space at the 2016 CIGAL Dairy Trade Show in Guadalajara, Mexico

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Wisconsin businesses interested in building trade relationships in Mexico – Wisconsin’s second largest trading partner – are invited to participate in the 2016 CIGAL Dairy Trade Show as part of a trade mission led by Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel.

The trade mission will be held June 13-18, 2016 in Guadalajara, a major city in Jalisco, Mexico, Wisconsin’s sister state since 1991. The application deadline is March 15, 2016.

Livestock and dairy genetics companies, feed and feed ingredient companies, farm supply companies, agricultural equipment companies, dairy service companies and agricultural associations are especially encouraged to attend. By traveling to CIGAL, companies will have a unique opportunity to make an impression on Mexican importers by exhibiting in trade show booth space located within the Wisconsin Pavilion.

“CIGAL is Mexico’s premier purebred dairy cattle conference, drawing in leading dairy producers and feed, genetics and equipment companies,” said Dan Smith, Division Administrator for DATCP’s Division of Agricultural Development (DAD). “CIGAL is an annual trade show focusing on dairy production, and it offers participants a unique opportunity for connecting with buyers and learning more about in-market production practices.”

DATCP Sec. Brancel will attend the CIGAL Dairy Trade Show, and, as part of the trade mission, he’s also scheduled to meet with top level officials including the Secretary of Agriculture and the heads of state and federal agriculture offices. The goal of the meetings is to establish and reinforce connections with Mexican officials and increase awareness of Wisconsin agriculture.

Mexico is Wisconsin’s second most valuable agricultural export market, importing approximately \$216 million in product through the first three quarters of 2015. Jalisco is Mexico’s leading dairy state, producing more milk than any other Mexican state.

In addition to extensive networking opportunities, mission participation includes admission to CIGAL, booth space in the Wisconsin Pavilion, interpreter services, seminars and business meetings, in-country transportation, hosted receptions, hosted dinner, and farm tours.

Companies classified as a Small Business by the U.S. Small Business Administration may be eligible to receive a reduced rate for participation.

To apply, contact:

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